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ABSTRACT

This book presents interviews with 12 of the best primary researchers in the business. These research professionals reveal their strategies for integrating online and offline resources, identifying experts, and getting past gatekeepers to obtain information that exists only in someone's head. Topics include how searchers use a combination of primary research tools and techniques, including interviews, public records, printed material, online databases, Internet sites, and direct observation. The interviews are organized into four sections as follows: (1) "Research Goes Primary," including "Small Firm, Primary Focus" (Marjorie Desgrosseilliers), "Large International Research Company" (Te Revesz), and "Renaissance Researcher, Corporate Setting" (Robin Yarmovsky); (2) "Learning the Skills," including "Teaching the Art and Skill of Interviewing" (Jeanne Tessier Barone) and "Elicitor Extraordinaire" (John Nolan); (3) "PI [Private Investigation], CI [Competitive Intelligence], and Public Records," including "Public Records 'To the Ends of the Earth'" (Lynn Peterson), "PI, CI, Public Records" (Alex Kramer), and "U.K.-Based Competitor Intelligence" (Andrew Pollard); and (4) "Primary Goes to Press," including "'New York Times' Reporter" (John Schwartz), "Researching the Future" (Joe Flower), "American Freelancer in London" (Wendy Grossman), and "Magazine Editor, Freelance Writer" (Dan Tynan). The appendix lists referenced sites and sources. (Contains an index and 91 references.) (MES)

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